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Every sports betting site and casino betting site, too, claims to offer the best bonuses. But they can't ALL be telling the truth, can they? When deciding what online betting bonus to offer, book makers often use a big bonus to tempt you, the customer. But they know many punters don't bother reading the Ts&Cs spelling out, for example, the rollover requirements.

Comparing a betting bonus between one sportsbook or casino and another is complex, so we have done the work for you. Our reputation is at stake so we can only endorse the best online betting bonuses. But we offer much more than that in sports betting. We actually negotiate welcome offers and sports betting bonuses with the bookies so many of the welcome offers you see on this site are exclusive, ensuring you our customers receive bigger betting bonuses. It is with the welcome bonus that you as a customer can enjoy your best online betting bonus, but you also need to remember that if you are a good customer there should be plenty of other betting bonuses and online casino bonuses to follow.

So we look beyond the headlines of these glittering offers, linking you to what are genuinely the best betting bonuses. We love betting ourselves but why use your own? Remember, it doesn't have to be the biggest match and the biggest market where we find the best online betting odds. Even the big bookies do far less research in some of the smaller leagues and longer term markets when compiling their book of odds, and that is where our experts and tipsters can often find the best footballing betting odds. For example, some news in the transfer market or an injury update can have a major impact on the outright winner betting odds, but unless it's a really big match in the Premier League or Bundesliga, the bookmaker probably hasn't even noticed, let alone adjusted their odds.

The bookmaker will wait for a significant number of punters to see a gap in the market and take the outright winner at particular betting odds. Only then will they be alerted that they need to change the football odds for this or that match. But with the help of BetGold you can be that smart punter who gets in there before the crowd, and bet on the best footballing betting odds before they change. That is why it pays you to follow our news and tips here at BetGold so you can judge what are the best football betting odds. Make sure you sign up to our newsletter and visit